

**REMARKS OF COMMISSIONER ROBERT M. McDOWELL
FEDERAL COMMUNICATIONS COMMISSION
Digital Television Workshop
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Good morning and welcome to the FCC. I'm Commissioner Robert McDowell. Thank you for being here to help us develop consumer education strategies for the DTV transition. The Commission's #1 priority in the next year is the DTV transition. We have worked hard on rules to guide broadcasters through the technical work of the transition; and I applaud their investment in digital facilities and commitment to serving their communities. Now we must ensure that every over-the-air viewer in every community in America receives the message about the tremendous advances in picture quality and sound that DTV will bring. Moreover, we need to inform the public about the practical steps they must take to make the transition in their own homes work smoothly. We are particularly concerned about viewers who may be harder to reach – particularly the elderly, the poor, and non-English speakers. I am pleased to see that you – the expert representatives of consumers and industry – are participating in this process. Thank you for your commitment to this important cause. I look forward to working with all of you and hearing about your ideas. Working together, we can ensure that the DTV transition is smooth and seamless.